

JioStar Powers TATA IPL to Its Biggest-Ever Opening Weekend

~ TATA IPL 2026 opening weekend reach crosses 515 million across all screens ~

~ CTV reach up goes up by 30%, concurrency grows 61% ~

~ First two matches TVR on LTV grows by 24% ~

Mumbai, April 1, 2026: JioStar reaffirmed its status as the undisputed home of sports with the biggest ever opening weekend of TATA IPL. On the back of 200+ run chases across the first two matches, the opening weekend of the 2026 edition scaled new peaks on reach and consumption across both Star Sports Network and JioHotstar.

Driven by the two high-scoring games, TATA IPL 2026 recorded a combined reach of over 515 million on linear TV and digital. With both the games ending in match-winning chases, it led to a highly-engaged audience clocking a combined watch-time of 32.6 billion minutes, growing at 26% over the last edition's opening two matches. CTV reach grew by 30% and concurrency went up by 61%, while on linear television, the first two matches of 2026 edition witnessed a TVR growth of 24% over the previous seasons.

A key highlight of this season has been the introduction of differentiated viewing experiences, most notably the CTV Hindi feed featuring champions and legends such as Ravichandran Ashwin, Suresh Raina, Harbhajan Singh, Virender Sehwag, Irfan Pathan, among others. By combining expert analysis with an engaging watch-along format, this offering has brought a fresh and more immersive dimension to the way fans experience live cricket.

Ishan Chatterjee, CEO, Sports, JioStar said, "TATA IPL 2026 has opened at record scale, with deeper engagement than ever before across all platforms. This reinforces both the unmatched scale of live cricket in India and JioStar's position as the definitive home of cricket. We are seeing strong growth in reach and engagement, along with clear value and outcomes for all our partners. Live cricket continues to be the most effective environment to drive real brand outcomes at scale. This scale and depth of engagement come from combining the strength of the large screen with the interactivity of digital, thus creating a truly immersive and personalised experience for fans. As the tournament progresses, we will continue to push the boundaries of consumer engagement and partner outcomes."

Mr Arun Singh Dhumal, Chairman, IPL, said, "The start to the season has been extremely encouraging. The combination of high-quality cricket and enhanced viewing experiences is clearly resonating with fans across the country. The IPL has always been about pushing boundaries, and it is pleasing to see how the league continues to set new benchmarks in both sport and fan engagement. Our constant effort is to build on this momentum year after year and deliver a tournament that continues to raise the bar for cricket globally. The focus remains on innovation, competitiveness, and creating an experience that connects with fans at every level."

Mr Devajit Saikia, Honorary Secretary, BCCI, said, “The opening weekend numbers are a strong reflection of the deep and enduring connection that fans have with the IPL. What is particularly encouraging is not just the scale, but the quality of engagement we are witnessing across platforms. It reinforces our belief that the IPL continues to evolve with the expectations of a modern, diverse audience while staying true to the essence of the game. At the BCCI, our endeavour has always been to ensure that the IPL grows in scale, quality, and reach with every season. We remain committed to making the tournament bigger and better, both on the field and in the way fans experience the game.”

JioStar’s presentation of the TATA IPL 2026 is led by Google Search AI Mode, Campa Energy and Havells & Lloyd as Co-Presenting Sponsors. Joining them at the Co-Powered tier are Birla Opus, Hero MotoCorp and Amazon.in. The breadth of participation is further reflected in a wide range of Associate Sponsors including Open AI, AMFI, Asian Paints, Vimal Elaichi, SuperMoney, MRF, Flipkart Minutes, Gillette, Vida, Rupay, Mondelez, Mother Dairy, Groww, Rapido, Muthoot Finance, Sunfeast YiPPee!, Google Pay, TVS EV, Angel One, Campa Sure, TATA AIG, Caratlane, Britannia and Amul presenting the Cricket Live show and Google Search AI mode presenting the Match Centre Live show.

The strong opening underscores the scale at which fans across the country continue to come together on JioStar platforms to experience the tournament, setting the tone for what promises to be the biggest season yet.

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About JioStar

Perched firmly at the nucleus of spellbinding content and innovative technology, JioStar is a leading global media & entertainment company that is reimagining the way audiences consume entertainment and sports. Its television network and streaming service together reach more than 750 million viewers every week, igniting the dreams and aspirations of hundreds of millions of people across geographies.